

# Donald L Hollowell Pkwy Redevelopment Plan

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- Existing Land Use- Identification of existing land use, business types, and vacant parcels.
- Incidence of Property Tax Delinquency- Vacant parcels tax delinquent through 2002 were identified and the owners contacted.
- Greenspace- Existing park space was identified and plans for expansion of existing park space were examined.
- Housing Supply & Demand- Housing turnover rates & trends in household composition were determined, as well as the location of multi-family units.
- Urban Design Criteria- Criteria utilized in Quality of Life Zoning Districts were explored
- Crime Assessment- Zone I 2003 crime statistics were summarized.
- Transportation System Assessment
- Demographic Trends- Characteristics of those living in the area of influence, the City of Atlanta, and the Atlanta MSA were compared.
- Economic Development Assessment- An inventory of existing programs applicable to residents in the study area was taken.
- Inventory of Potential Community Improvement Resources- An inventory of available economic development tools was taken (state, local, subsidy & tax incentive programs, local sponsors of economic development & housing initiatives).

## 2. Existing Conditions

### *2.1 History*

The Donald L. Hollowell Parkway corridor got its start when a streetcar line was extended from the present-day downtown to the Chattahoochee River in 1872. The Atlanta and Chattahoochee Railway Company trolleys traveled along Donald L. Hollowell Pkwy (previously known as Powder Springs Road, Bellwood Avenue, and Bankhead Highway) to Hollywood Road and on to Bolton. The 1893 City Directory praised the new streetcar service saying "one of the chief features of a visit to Atlanta is a ride on this delightful line." Since this time, several neighborhoods have developed along the corridor, including Almond Park, Bankhead-Bolton, Bankhead Courts, Bowen Homes, Carey Park, Center Hill, Collier Heights, Grove Park and Watts Road.

Almond Park a neighborhood built before World War II, consisting mostly of bungalows and cottages. The Bankhead-Bolton area is primarily industrial in nature. Bankhead Courts was constructed in 1970 under the federal government's turnkey program, whereby the project is built by a private developer and then managed by the Atlanta Housing Authority.

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The Carey park neighborhood is located generally in the area of James Jackson Parkway and North Hightower Road. It is an older single-family residential area initiated when John Carey, for whom Carey Park and Elementary School are named, subdivided his estate in 1907. The subdivision was located along Hightower Road near the River Car Line and its streets were named for noted religious figures.

Collier Heights is an area of 2 square miles of wooded ravines 6 miles west of downtown. It lay undeveloped until the 1930s when Collier Drive and a few remote houses were built. By 1940, the difficult terrain had yielded somewhat to dirt roads and limited development. At that time, there were about 900 residents, 80 percent of whom were white. After World War II, the African American bourgeoisie moved into the neighborhood. Collier Heights was developed in earnest in the late 1950's and early 1960s as a public-private effort with African Americans handling most of the "hammers and cash." The City of Atlanta published its "Neighborhood Plan for Collier Heights" in 1961. The neighborhood would accommodate 7,000 residents and help solve the shortage of quality homes for African Americans. It quickly became one of the most exclusive communities for African-Americans in Atlanta. Collier Heights has been home to State Representatives, Atlanta's first black assistant police chief, construction magnate Herman J. Russell, college educators and alumni,

Center Hill and Grove Park were both developed during the early part of the 20<sup>th</sup> century. Center Hill Street was a prominent street in the new community and land was set aside for a Center Hill School. Prior to 1960 Grove Park and Center Hill were all-white communities. African-Americans began to move in to these areas during the 1960's.

Grove Park was named for Dr. E.W. Grove, president of the Grove Park Development Company. Grove Park was developed in the 1920's & 1930's by various developers, but primarily by the Grove Park Development Company. The community was initially known as Fortified Hills, a name stemming from the Civil War. Grove named the streets for his wife, Gertrude, his daughter Eveyln, and his son, Edwin. Other street names are believed to have been inspired by his grandchildren: Matilda, Hortense, Emily, Elizabeth, Francis, Eleanor, Florence, Margaret, and Eugenia. Many of the side streets created in the '30s, '40s and '50 are wide, tree-lined avenues with well-tended frame cottages, brick Tudors and ranches.

In summary, Donald L. Hollowell Parkway, one of the major corridors in Northwest Atlanta, was in its splendor during the 1960's, and the area was stable until the early 1970's when suburban growth began to drain the area's vitality. As a result, many longtime businesses closed and were replaced by low-rent businesses; and as population decreased the area began to deteriorate. In fact, through the turn of the 21<sup>st</sup> century,

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the entire study area witnessed a steady decline in population, property conditions and the local economy.

However, conditions in the study area have changed over the past few years as the current trend towards in-town living gains popularity. Neighborhoods throughout the City and especially Northwest Atlanta are experiencing a resurgence of development including new infill residential units and subdivisions as well as major renovations. The Donald L. Hollowell Parkway Corridor is poised to experience some of this resurgence.

Sources: "Going Against the Wind" by Skip Mason Jr, 1992; "Neighborhood of the Week" features from the Sunday Atlanta Journal Constitution; History Section of the Neighborhood Planning Unit profiles.

## Who is Donald Lee Hollowell?

*Often hailed as a patriarch of the civil rights struggles of the 1950s, 60s and 70s, Donald Lee Hollowell was an esteemed Atlanta lawyer whose fights to integrate UGA, register African-American voters and combat racial discrimination made him an icon of the movement. Hollowell was born in Wichita, Kansas in 1917. He earned a law degree from Loyola University, served in a segregated Army unit in World War II, and then settled in Georgia. By the 1960s he was the state's leading civil rights attorney and led the legal team that in 1961 forced UGA to open its doors to its first African-American students, Charlayne Hunter and Hamilton Holmes. His law firm also handled scores of other civil rights cases including several decided by the U.S. Supreme Court. Hollowell's commitment to the principles of justice and equality for all citizens, and his unflinching courage and determination in the face of great opposition and even danger, merit our highest esteem and gratitude.*



Donald Lee Hollowell

## 2.2 Demographic & Economic Profile

### Introduction

The consulting firm of Robert Charles Lesser & Co, LLC was retained to complete the demographic and economic profile as well as a full market analysis. In their report (see Appendix B) the following were analyzed: current and project population and households; age and income characteristics; household types; retail expenditures; projected employment growth; current number and type of jobs; and trends impacting employment over the next five-year period. An analysis of four activity nodes- James Jackson, Hollywood Rd, West Lake Rd, and

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Bankhead MARTA station- was also completed. Enhanced descriptions of these and additional activity nodes are described in section 4.3- Land Use & Zoning.

## Economic/Demographic Overview

### Historic Trends

From 1992 to 2001, job growth in the Atlanta Metropolitan Statistical Area (MSA) was among the strongest in the nation, averaging nearly 69,000 jobs per year. Unfortunately, the area of influence did not enjoy the benefits of this economic expansion. The Atlanta Regional Commission (ARC) reports a net job loss in the study area of roughly 500 jobs between 1990 and 2000. The area's poor image is related to the abundance of abandoned buildings and the perception of higher than average crime. The high concentration of below-market-rate housing and subsequent lower income characteristics also contribute to that image. Table 2.2.1 below summarizes several important demographic characteristics of the area of influence.

*Table 2.2.1 Demographic Characteristics of Area of Influence*

	Study Area	City of Atlanta	Atlanta MSA
Median Age	31	33	34
Annual New Households 1990-2000	-380	1,238	40,230
Median Household Income	\$23,951	\$40,606	\$59,395
Median Housing Value	\$77,302	\$170,630	\$149,532
% Owner Households	40%	44%	67%

*Source: 2000 Census*

Historically, the area of influence has been younger, significantly less affluent and clearly in decline relative to the City of Atlanta and the MSA as a whole. The low purchasing power of the residents helps explain the lack of retail establishments and a general state of disinvestment. The outlook for the next 10 years, however, suggests opportunity for a significant turnaround for the corridor and surrounding neighborhoods.

### Forecast Trends for 2003 – 2013

Despite the fact that the Atlanta MSA's exceptional economic and demographic growth from 1990 to 2003 seems to have eluded the area of influence, the high activity of infill development in the City of Atlanta has positioned the study area as one of the City's next frontiers. Development activity to the north, east and west of Donald L. Hollowell Pkwy is progressively approaching and entering the area of influence. By assuming a highly conservative five-year sell-out period for the new residential projects within the area of influence that are currently under development, the area can expect to reverse its trend of annually losing households to gaining up to 337 new households each year.

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## Residential

The existing housing stock in the area of influence is characterized by a mix of well-maintained historic bungalows and severely neglected to vacant ranch and bungalow homes. There are several multifamily projects that are active but in poor shape as well as others which are vacant. Despite an attractive layout including linear parks, much of the area suffers from a perceived sense of crime and neglect. However, development activity within the area of influence describes a changing picture with tremendous potential. A description and location map of projects currently under development is provided in the Market Analysis in Appendix B.



A Home in Adams Crossing, north of the study area

The number of new attached home sales increased significantly in 2002. Over the past few years, town homes have replaced new, starter single-family throughout the metro area. In 2002, attached product accounted for approximately half of all new home sales below \$100,000 in the entire metro area. Households without children are among the fastest growing market segments in Atlanta. Intown neighborhoods such as those along D.L. Hollowell Pkwy have a relatively good opportunity to attract singles and couples who want a more urban lifestyle, particularly those who have been priced out of other rapidly appreciating intown neighborhoods.



The Peaks at West Atlanta

## Retail

There is very limited retail along the corridor and only a very minor presence of national chains including KFC/Pizza Hut, Church's chicken, CVS, and Athlete's Foot (see section 2.2). The corridor is home to many automotive parts stores and two small grocery stores (Buy Low and Super Giant Food), as well as a number of convenience retail stores, some of which carry grocery items. The supply and demand analysis suggests that the area is currently underserved by approximately 180,000 square feet. This means that the area of influence could support new retail space of 180,000 square feet but does not preclude redevelopment or replacement of existing retail, which is likely and should be encouraged.



Retail at Hollywood & Hollowell

## Existing Businesses

There are approximately 164 businesses operating along Donald L. Hollowell Pkwy between Stiff Street and the Chattahoochee River. Approximately 88% of these businesses hold valid business licenses issued in 2003. In addition, there are 12 churches, 2 schools and 1 library within the immediate study area, and an additional 5 schools and 2 libraries within ½ mile of the corridor. The area is overwhelmed by automotive-related businesses, however it also has a good mix of other businesses such as restaurants, grocery stores, daycare, and



Businesses at James Jackson Parkway

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professional services. Unfortunately, many of these businesses are marginal and the structures are not well maintained, contributing to the impression of a lack of viable businesses.

### **Office**

The corridor offers excellent access to two major office employment cores- Downtown and Midtown. Residents of the neighborhoods also have relatively strong access to Cumberland-Galleria and the Airport office cores via I-285. The corridor itself, however, is not an established office core. Currently, the most likely destination for office uses in the area of influence is towards the south near the Atlanta University Center.



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*Table 2.2.2 Existing Businesses*

Business Type	Includes...	Number of Businesses	% Licensed Through 2003
Adult	Adult	2	50%
Automotive	Auto repair, gas service stations, auto parts sales, car wash, truck storage, etc.	48	81%
Beauty	Barber shops, salons, braiding	17	53%
Church	Churches & church outreach centers	12	N/A
Convenience	Small markets & food stores, pharmacies	4	50%
Daycare	Daycare, early learning centers	5	40%
Grocery	Grocery, meat & seafood retail stores	9	88%
Industrial	Landfill, fuel, pallet, industrial park, welding	8	75%
Institutional	Preschools, Elementary schools, middle schools, libraries, police precinct, senior center	6	N/A
Laundry	Coin operated & dry cleaning	5	100%
Liquor	Package stores	4	100%
Miscellaneous	Funeral home, appliances, firewood, mattress, pawn shop, cell phone & pager services	10	40%
Music	Record stores	3	66%
Professional	attorneys, medical, dentist, general contractor, financial, & tax services	9	22%
Residential	Private apartment complexes, mobile home parks	2	N/A
Restaurants	Fast food, cafes, restaurants, bars, delivery	24	63%
Retail	Clothing, florist, novelty, athletic footwear, fishing equipment	6	83%
Variety	Flea markets, variety stores	7	29%

*Source: 2003 Business License Information System Account Listing*

Due to the high vacancy rates in Downtown and Midtown, it will be longer term before office developers begin to explore other potential intown office locations. The corridor does appear to have some opportunity for somewhat smaller-scale local serving office such as offices for doctors, attorneys, dentists and other small practitioners. The presence of a detention facility and the Fulton County Department of Family and Children Services also suggests an opportunity for other legal and medically oriented services. The key to creating an office market will be establishing a stronger market and sense of place through successful residential development.

## Industrial

The Donald L. Hollowell corridor is an active industrial area due to its proximity to the railroad lines of Inman Yards, I-285, I-20 and I-75/I-85. It is the north-south dividing line between the Chattahoochee Industrial and Central Atlanta industrial sub markets. For the most part, the areas around the activity nodes are somewhat removed from the industrial land

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uses. The BFI Facility planned north of the Bankhead MARTA station would detract from the area and deter other future development, which could potentially take advantage of the transit orientation, from locating around it. While heavy industrial uses typically discourage residential and commercial land uses, appropriate environmental and transportation controls can help facilitate a symbiotic relationship.

## ***2.3 Land Use & Zoning***

### **15 Year Land Use**

The City of Atlanta utilizes a 15 Year Land Use policy to guide the physical growth and development of the City. These policies, and the maps that go with them, are intended to ensure that the land resources of the City accommodate economic development, natural and historic resources, community facilities, and housing, and to protect and promote the quality of life of the residents of Atlanta's Communities (see *figure 2.3.1*).

### **Existing Land Use**

An existing land use analysis was performed along the length of the corridor utilizing the 2002 parcel base map for the City of Atlanta. Approximately 747 acres of property front Donald L. Hollowell Parkway between the CSX Railroad crossing at Stiff Street (next to the MARTA station) and the City limits. The predominant residential land use surrounding D.L. Hollowell Pkwy is single-family residential. The study area also has pockets of multifamily units such as Overlook Atlanta, Bowen Homes, and Bankhead Courts.

The study area includes many distinct neighborhoods including Bankhead Courts, Watts Road, Carey Park, Collier Heights, Bowen Homes, Almond Park, Center Hill and Grove Park. Five NPU's including G, H, I, J & K intersect within the study area.

Existing commercial uses are primarily located in nodes at James Jackson Parkway and Hollywood Road. There are smaller commercial areas located around the intersection of D.L. Hollowell Parkway with Elbridge Road/Bankhead MARTA Station, West Lake Road, Center Hill Road, and Harwell Road. There is a large concentration of industrial development between Azlee Road and the Chattahoochee River, around the I-285 interchange. There is also a large percentage of vacant land in the study area, varying from small to large parcels. Three branches of Proctor Creek, the Center Hill Tributary, the Mozley Park Tributary and the Proctor Creek Trunk, cross the corridor and offer opportunities for recreational areas and open space (see *figure 2.3.2*).



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Figure 2.3.1 15 Year Land Use

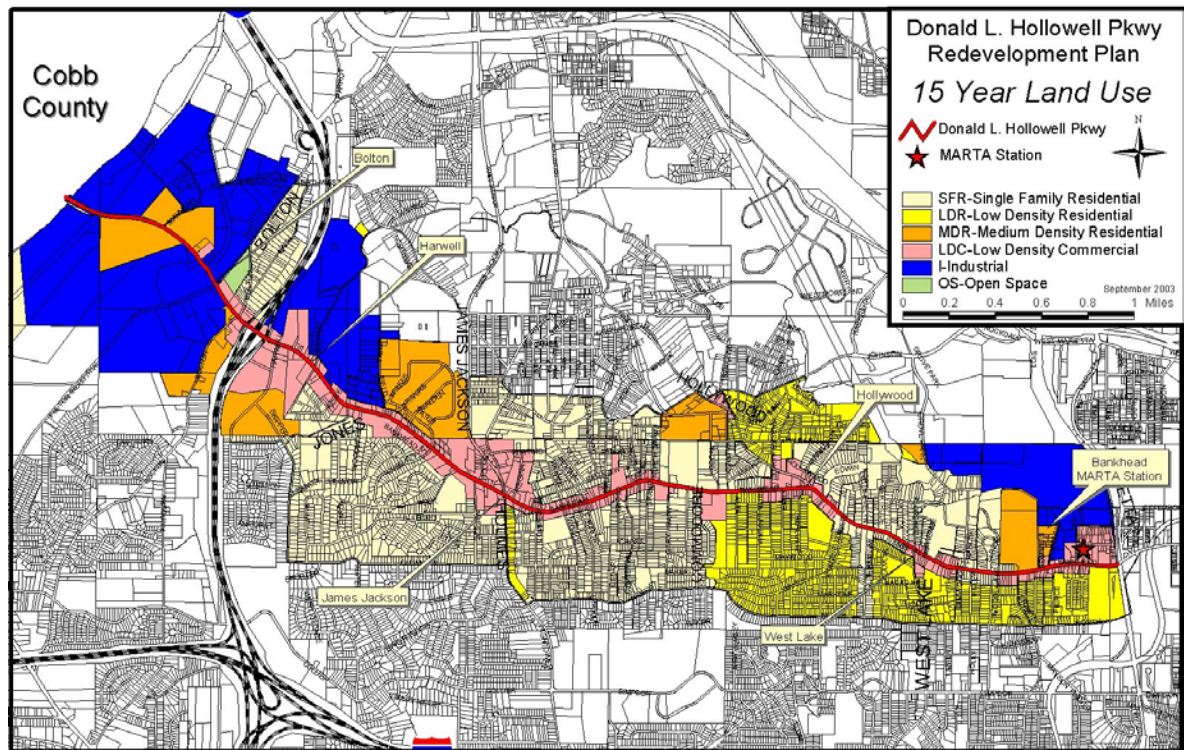
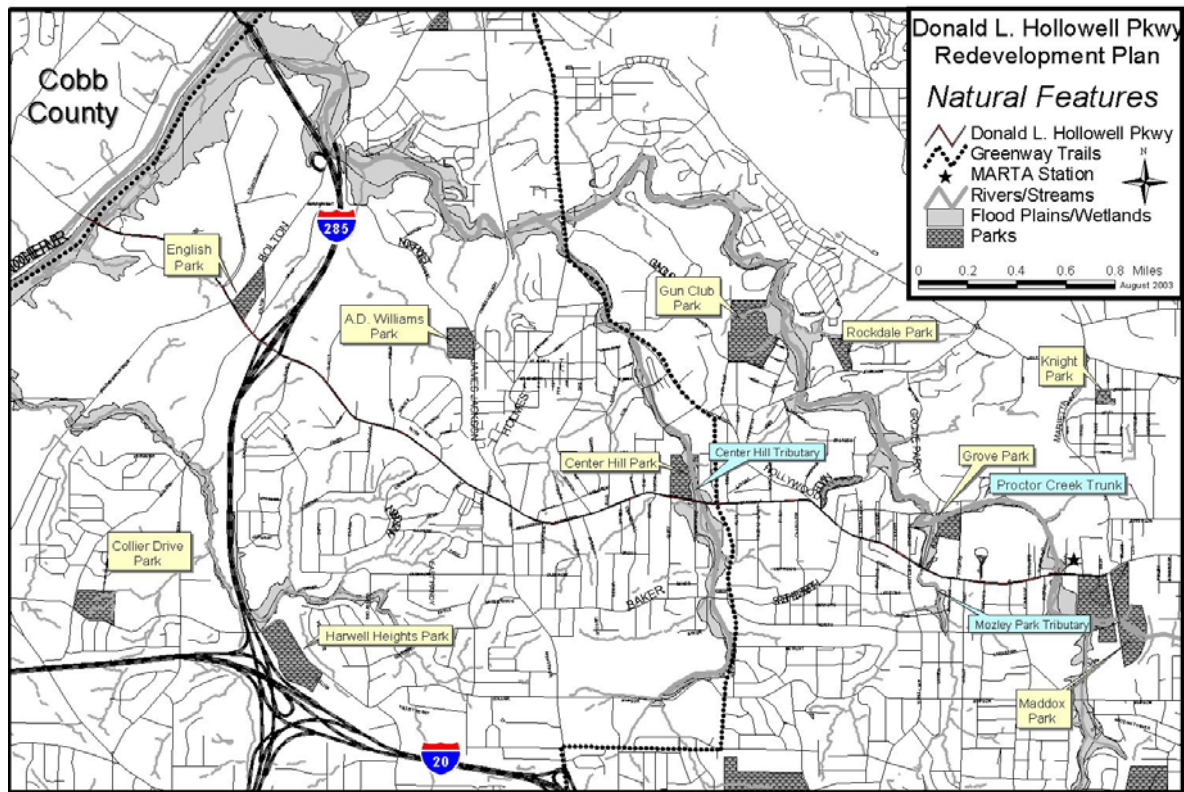


Figure 2.3.2 Natural Features



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The table below lists the approximate number and percentage of linear feet of each existing Land Use category along the corridor. Low-density commercial uses are the largest land use category represented on the corridor. Vacant land is the second largest category.

*Table 2.3.1 Existing Land Use*

Land Use Code	Land Use Name	Linear Feet	% Of Total
SFR	Single-Family Residential	4,530	8.49%
LDR	Low-Density Residential	1,120	2.10%
MDR	Medium-Density Residential	3,320	6.22%
LDC	Low-Density Commercial	19,675	36.89%
O-I	Office-Institutional	3,330	6.24%
I	Industrial	5,000	9.37%
OS	Open Space	2,150	4.03%
TCU	Transportation/ Communications/ Utilities	550	1.03%
Vacant	Vacant	13,100	24.56%
Unknown	Unknown	560	1.05%
<b>Total</b>		<b>53,335</b>	<b>100.00%</b>

*Source: Bureau of Planning*

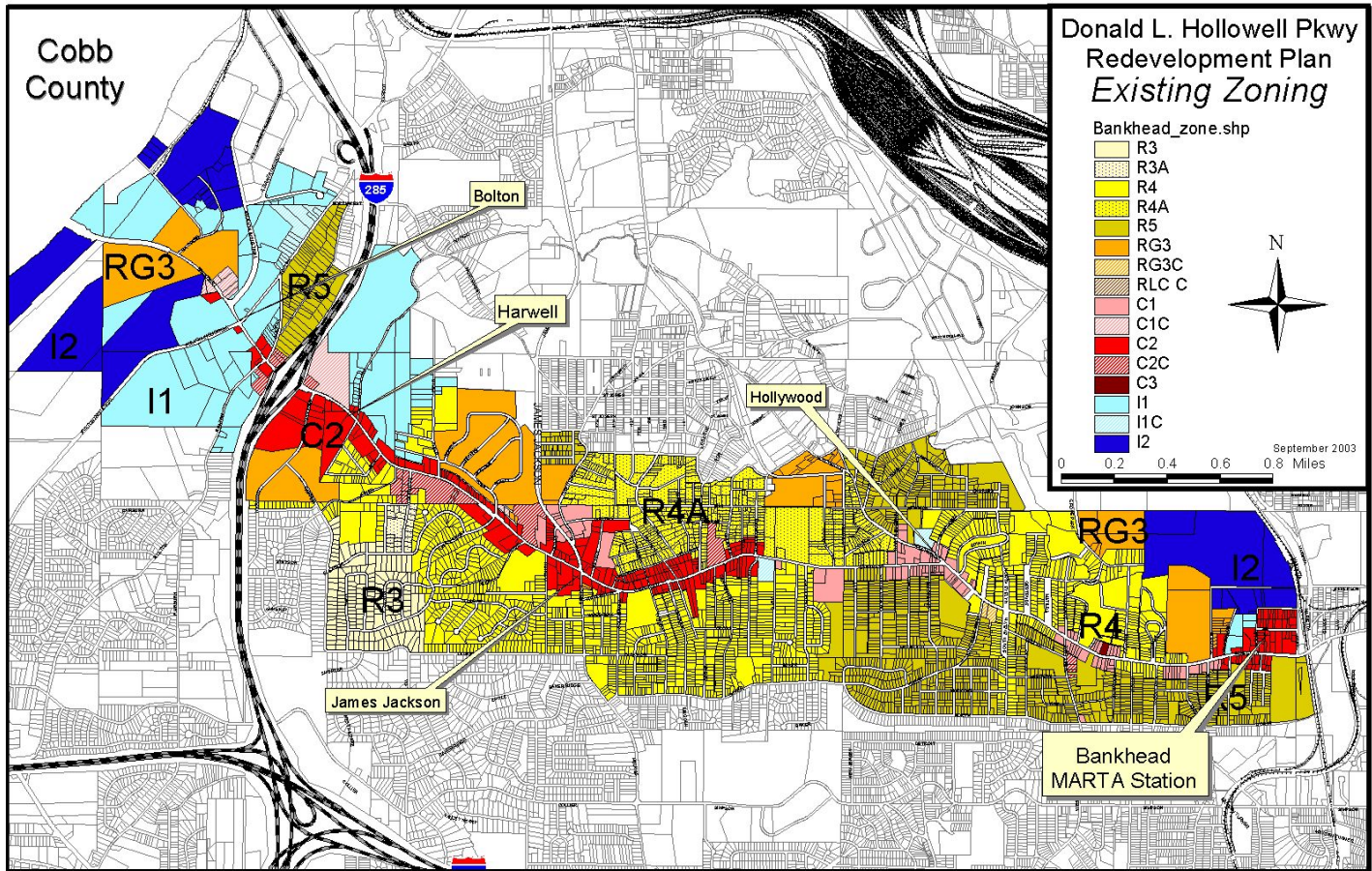
### Current Zoning

A close correlation exists between the Land Use Plan and the City's zoning maps. Zoning districts must be consistent with Land Use designations. The area surrounding the corridor is mainly single-family residential, while many of the properties fronting the corridor are zoned for low and medium density commercial uses. Industrial zoning districts are located at either end of the corridor, while pockets of multi-family districts can be found mainly on the north side of the corridor.



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Figure 2.3.3 Existing Zoning



## 2.4 Transportation

The section of Donald Lee Hollowell Parkway under discussion runs for 5.4 miles from the City of Atlanta limits at the Chattahoochee River in a generally easterly direction to Marietta Boulevard. It is a major connection between Cobb County and Interstate-285 in the west to the Bankhead MARTA transit station, Joseph P. Lowery Boulevard, Northside Drive, and North Avenue to the east. As such, it acts as a radial arterial connecting the edge of the City with communities at its center. It accommodates several modes of transportation: automobiles, trucks, transit (busses), and pedestrians.

D. L. Hollowell Parkway is a State Highway (State Route 8), a Federal Highway (US 78/278), and a state-designated truck route. Posted speeds are 45 miles per hour on the segment from the Chattahoochee River to Woodmere Road (the segment approaching the Interstate Highway), and 35 miles per hour for the rest of the corridor.

## Roadways – Automobile transportation

### Traffic generators

The length of Donald Lee Hollowell Parkway experiences very different levels of automobile transportation along the different segments of the corridor. The largest generator of automobile traffic volume is the Interstate-285 interchange. This interchange experiences traffic counts as high as 30,000-40,000 ADT.<sup>1</sup> Traffic counts immediately east of the Interstate highway (between Harwell Road and H. E. Holmes Avenue) average 14,000 ADT (Average Daily Trips) and are expected to rise to 21,000 ADT by 2026.<sup>2</sup>

Much of this traffic coming from the Interstate dissipates at the nearest major intersections from Interstate-285. West of Fulton Industrial Boulevard and east of James Jackson Parkway, traffic volumes appear to decrease significantly, although actual traffic counts have not been determined. As one travels further east from James Jackson Parkway, traffic volume appears to remain steady throughout the remainder of the corridor.

Along the corridor from Interstate-285 to Marietta Boulevard, there are no other large automobile traffic generators. Development is disbursed along the length of the corridor, in small to moderate-sized businesses, schools, churches, and other civic uses such as libraries. Clustered around the Bankhead MARTA transit station at the eastern end of the corridor are the only other sizable destinations: a state DFACS agency and a branch of Grady Hospital. From the point of view of automobile movement, however, it is important to note a preponderance of drive-through services at the intersection of D. L. Hollowell Parkway and James Jackson Parkway.

It is also important to note that the character of automobile usage and patterns changes along the corridor from west to east. West of Interstate-285, land uses are generally industrial, with larger parcels and developments. With fewer cross streets, traffic lights, and driveways, traffic moves faster. From I-285 to James Jackson Parkway, the corridor is much more commercial in nature. Increased numbers of turning movements, shorter blocks, and frequent driveway access can make this segment a challenge to navigate. The remainder of the corridor, from James Jackson Parkway to Marietta Boulevard, becomes increasingly residential, with less commercial activity and more civic activity. Areas of neighborhood-serving commercial development at smaller nodes punctuate this segment: Giant Foods, Hollywood Road, Center Hill, and Grove Park.

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<sup>1</sup> City of Atlanta, Northwest Atlanta Framework Plan, September 2000

<sup>2</sup> Georgia Department of Transportation

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## **Roadway/Intersection condition and capacity**

Donald Lee Hollowell Parkway is a 4-lane road (two through lanes in either direction) from the Chattahoochee River to Marietta Boulevard, with the exception of the segment from Harwell Road (just east of Interstate-285) to James Jackson Parkway, where the road has one through lane in both directions. Not surprisingly, this segment is capacity constrained, and is forecast to become increasingly so. The remainder of the corridor appears to have adequate capacity.

Three major intersections along the corridor suffer from turning capacity challenges: James Jackson Parkway, Hollywood Road, and Marietta Boulevard. Although not an intersection, a fourth challenge occurs at the Petro truck stop near Interstate-285.

The James Jackson Parkway intersection is currently under-designed, based on the amount of traffic it handles. In particular, the intersection does not handle turning movements well. No left turns are permitted by either westbound or eastbound traffic along D. L. Hollowell Parkway, due to the lack of left-turning storage capacity at the intersection. Busy commercial driveways also exist at each corner of the intersection.

The challenges at the Hollywood Road intersection are largely due to intersection geometry and signalization rather than due to a lack of roadway capacity. Hollywood Road intersects D. L. Hollowell at an oblique angle, which presents problems with clear sight lines and pedestrian movements. Drivers have difficulty navigating the intersection, particularly when eastbound traffic on D. L. Hollowell is turning north onto Hollywood Road. Crosswalks that are angled and overly large corner radii present pedestrians with long distances to cross, and the intersection lacks sufficient crosswalks and raised refuge islands. The oblique angle of the intersection also contributes to safety concerns due to the inability of drivers in certain instances to be able to see and anticipate pedestrians crossing the street.

The intersection of Marietta Boulevard and D. L. Hollowell Parkway is also problematic. Again, another oblique angled intersection causes turning, safety, and pedestrian problems. This is further compounded by a steep grade along the terminus of Marietta Boulevard and a preponderance of truck traffic negotiating this intersection.

Although not an intersection, turning movements by trucks creates a severe congestion problem at the Petro truck stop, located near Harwell Road immediately east of Interstate-285 on D. L. Hollowell parkway. Traffic in this area is often backed up by stacked trucks waiting to turn left to enter the truck stop. Traffic needing to enter and exit Harwell Road is often blocked.

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## **Roadways – Truck transportation**

As a designated state truck route, and as the location for several industrial land uses, D. L. Hollowell Parkway handles a high percentage of truck traffic. Most of this truck traffic is concentrated in the vicinity of the Interstate-285 interchange, location of the Atlanta Industrial Park and several other industrial uses. Along the segment of D. L. Hollowell Parkway immediately adjacent to the Interstate-285 interchange, truck traffic comprises approximately 10% of ADT.<sup>3</sup>

A moderate percentage of truck traffic is bound for destinations further east along the corridor. Between Harwell Road and James Jackson Parkway, the estimated percentage of truck traffic is 7%.<sup>4</sup> Much of this traffic turns north onto James Jackson Parkway, however, a percentage traverses the remainder of the corridor bound for the industrial and warehouse uses along Marietta Boulevard.

## **Pedestrian Environment**

The D. L. Hollowell is anchored on its eastern end by the Bankhead MARTA transit station. Not surprisingly, pedestrian transportation is important or essential for many residents. This appears to be particularly true for children and the elderly, who were observed in large numbers walking to the many schools, churches, stores, and other destinations along the corridor. Pedestrians were particularly noticeable on the segment from the Bankhead transit station to James Jackson Parkway. West of James Jackson Parkway, land uses were increasingly unsupportive of pedestrian access, and were accompanied by a commensurate decrease in foot traffic. Notable exceptions on this segment, however, are the areas in the immediate vicinity of Bowen Homes and Bankhead Courts, two multi-family developments located west of James Jackson Parkway.

## **Sidewalks**

### *Sidewalk Conditions*

A sidewalk inventory was conducted along the length of Donald Lee Hollowell Parkway to determine the adequacy of pedestrian infrastructure throughout the corridor. Sidewalk segments were characterized by the following attributes. In cases where a segment could be characterized by more than one attribute, the predominant character was chosen. Figure 2.4.1 below shows sidewalk conditions throughout the corridor.

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<sup>3</sup> Georgia Department of Transportation

<sup>4</sup> Georgia Department of Transportation



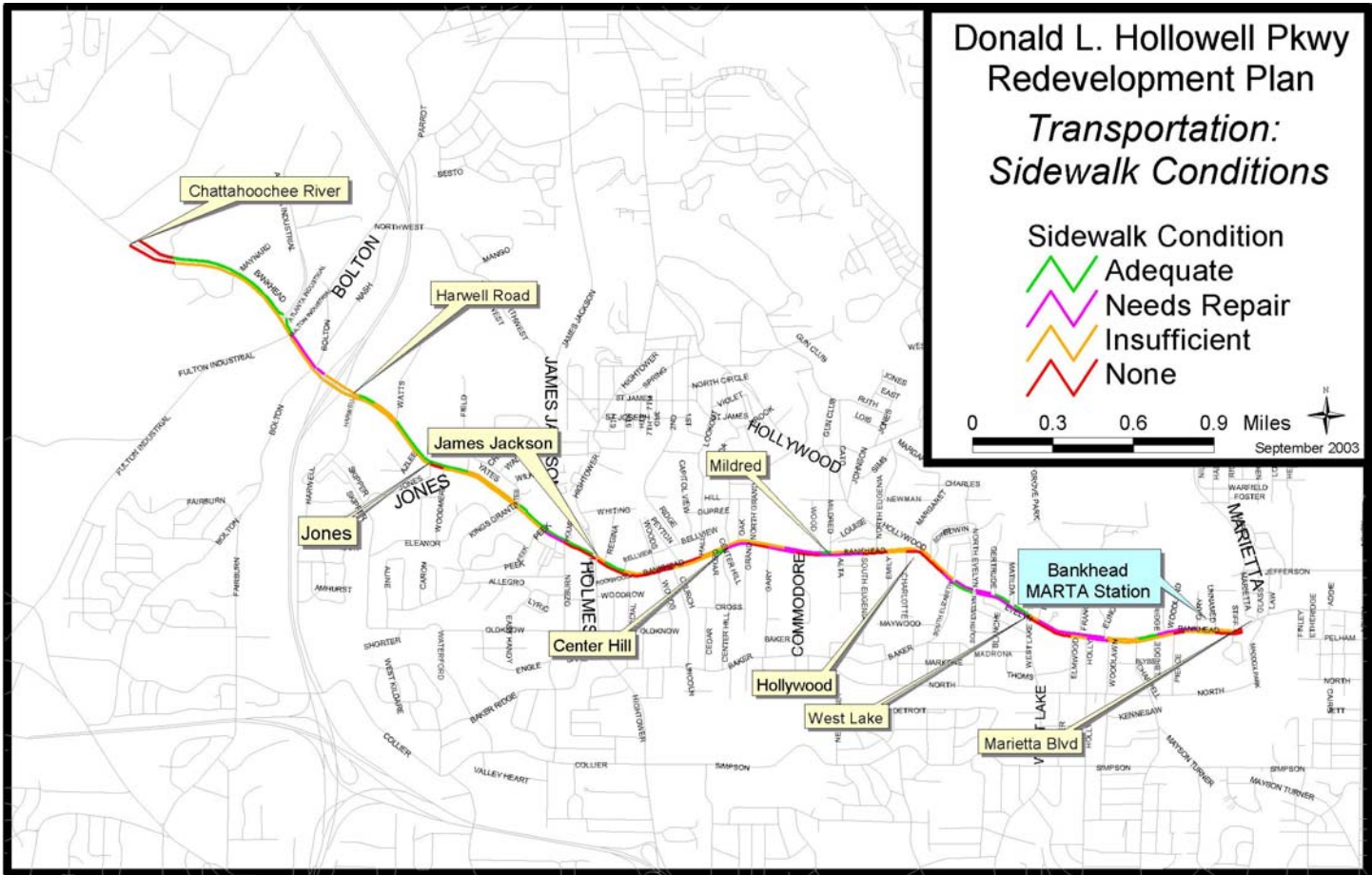
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Table 2.4.1 Sidewalk Characteristics

Sidewalk Characterization	Definition
Adequate	The existing sidewalk is wide enough for local pedestrian traffic (at least 6 feet), has adequate horizontal separation from travel lanes (at least 2 feet), and is in fair or good repair.
Needs Repair	The existing sidewalk is wide enough for local pedestrian traffic (at least 6 feet), has adequate horizontal separation from travel lanes (at least 2 feet), but is broken up, missing sections, or otherwise in need of repair to be considered adequate.
Insufficient	The existing sidewalk is too narrow (under 6 feet), too close to automobile travel lanes (closer than 2 feet), or excessive curb cuts make traversing the sidewalk unsafe.
None	There is no existing sidewalk.

Source: Bureau of Planning Site Visit

Figure 2.4.1 Existing Sidewalk Conditions



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Less than twenty percent of the corridor can be considered to have adequate sidewalks. Most segments were considered inadequate – primarily because existing sidewalks were too narrow, too close to automobile traffic, or both. In many instances, continuous curb cuts existed next to very long sidewalk segments. Overall, the sidewalk infrastructure could be considered “highly inadequate.”

The table below shows the cumulative length of sidewalk in the corridor by primary characterization.

*Table 2.4.2 Sidewalk Characteristics: Length*

<b>Sidewalk Characterization</b>	<b>Total Length (Feet)<sup>5</sup></b>	<b>Total Length (Miles)</b>	<b>Percent of Total</b>
Adequate	9,700	1.84	19%
Needs Repair	9,300	1.76	18%
Insufficient	22,900	4.34	44%
None	9,900	1.88	19%

*Source: Bureau of Planning Site Visit*

### **Crosswalks and Signalization**

Although many signalized intersections have been recently painted with crosswalks, there is still much room for improvement in making crosswalks visible and heeded by drivers. In particular, many bus stops, school and other major locations that are not close to intersections, or are located at unsignalized intersections, are not equipped with crosswalks. Pedestrian signalization is also generally inadequate throughout the length of the corridor.

### **Transit – Rail service**

Rail service is provided to east end of the corridor by the MARTA Proctor Creek line, which terminates at Bankhead station. Weekday service frequency is good – trains run to downtown (Five Points) and the King Memorial stations every 10 minutes. Connecting bus service is offered through four routes: Route 14 – Bankhead/Marietta, Route 26 – Perry Hones, Route 50 – Bankhead, and Route 52 – Knight Park.

### **Transit – Bus service**

The primary bus service along the corridor is provided by MARTA Route 50 – Bankhead. This route originates at the Bankhead MARTA transit station and travels west along D. L. Hollowell Parkway. Bus runs alternate their termini – alternately running to either Bowen Homes or Bankhead Apartments. Three other bus routes serve short segments of the corridor (Routes 58, 59, and 61), however they do not provide any

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<sup>5</sup> rounded to the nearest 100’.

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significant east-west service along D. L. Hollowell Parkway. Weekday service provided by Route 50 is summarized in Table 2.4.2 below.

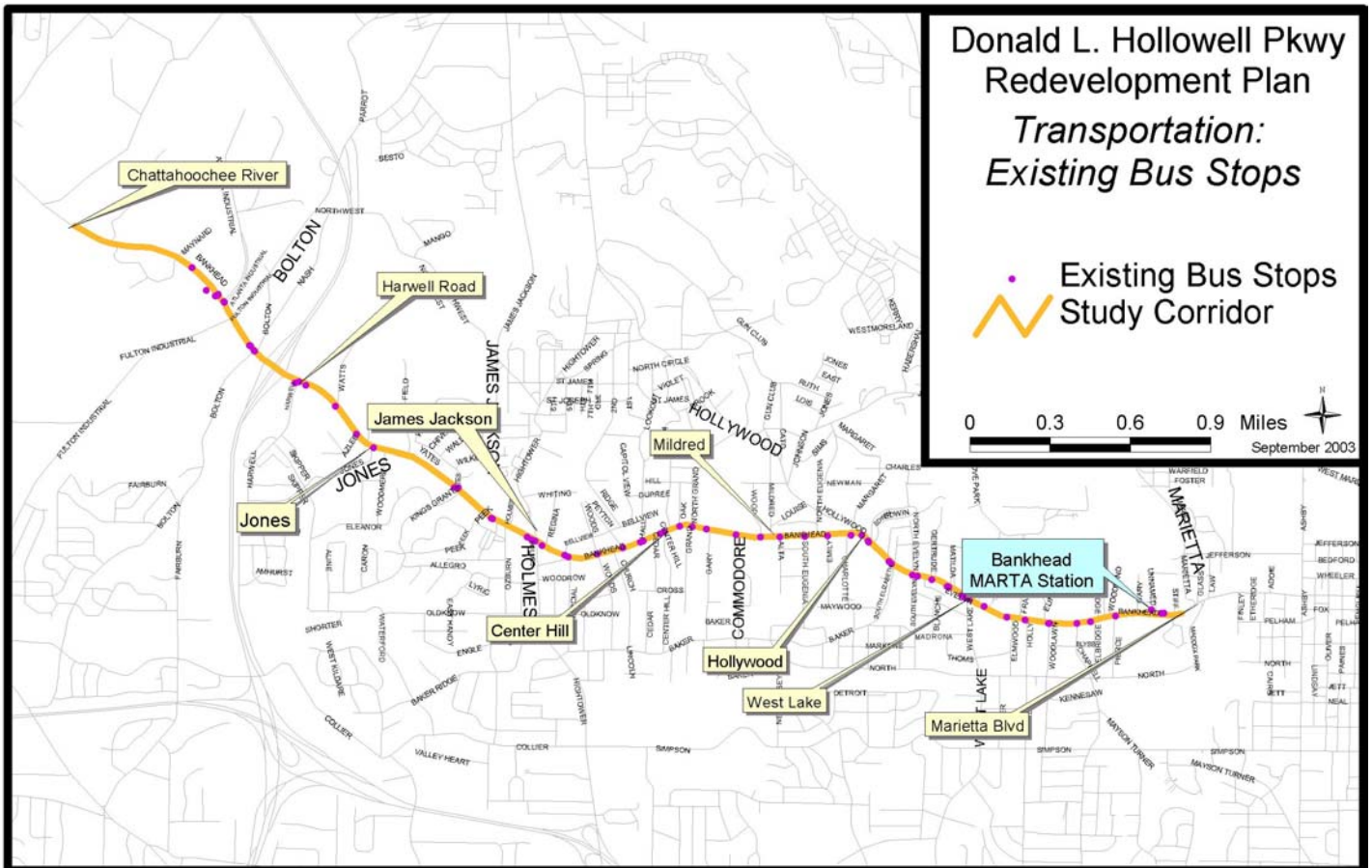
*Table 2.4.2 Weekday Bus Service*

Period	Number of Runs	Length of Period	Average Headway (minutes between runs)
<b>A.M. Peak (6-9 am)</b>	13	180 minutes	14 minutes
<b>Midday (9 am – 3 pm)</b>	12	360 minutes	30 minutes
<b>P.M. Peak (3-7 pm)</b>	15	240 minutes	16 minutes
<b>Evening (7 pm – midnight)</b>	12	300 minutes	25 minutes

Source: MARTA

Table 2.4.2 shows that weekday service along the corridor from the Bankhead MARTA station to Yates Drive (the segment served by both route alternatives) is relatively frequent. This segment serves three development nodes: Grove Park, Hollywood, and James Jackson. Route headways along the portion of the corridor west of Yates Drive are double those shown in Table 2.4.2, providing infrequent service. The figure below shows the locations of current bus stops along the corridor.

*Figure 2.4.2 Existing Bus Stop Locations*



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## Bicycling

There are currently no bicycling facilities along the corridor. Using the existing transportation system for bicycle transportation is difficult due to a lack of bicycle lanes or wide shoulders, no visible bicycle parking, no signage, and poor access control. The Atlanta Regional Commission's 2003 Bicycle Suitability Map rates the entire length of D. L. Hollowell Parkway as "Difficult."

## Existing Plans

Projects listed in the Regional Transportation Plan (RTP) affecting the corridor total nearly \$35.5 Million. There are currently several projects in the 2003-2005 Transportation Improvement Plan (TIP) that affect the study corridor, and these total \$19,956,000. These projects are listed in Table 2.4.3 below.

*Table 2.4.3 TIP Projects*

TIP ID	Title	Description	Comp. Date	Primary Funding Source
AT-001	US 78/278, SR 8-Bankhead Hwy from Harwell Road (Near I-285) to SR 280-H.E. Holmes Drive	Widen US 78/278, Bankhead Hwy, from 2 to 4 lanes from Harwell Road to H.E. Holmes Drive. The project will work in conjunction with AT-005 to alleviate congestion in an area with significant freight traffic and substandard roadways.	2008	Q23 – Surface Transportation Program
AT-004	US 78/278, SR 8-Bankhead Hwy from Proctor Creek to east of the CSX RR bridge	Upgrade US 78/278, Bankhead Hwy, from its substandard condition to current roadway safety standards from Proctor Creek to a point just east of the CSX railroad bridge. This will include the addition of turn lanes at appropriate locations and the replacement of the railroad bridge.	2006	Q05 – National Highway System
AT-005	H.E. Holmes Road from I-20 west to US 78/278-SR 8-Bankhead Hwy	Widen H.E. Holmes Drive from 2 to 4 lanes from I-20 west to Bankhead Hwy. This project will work in conjunction with AT-001 to relieve congestion in an area with significant freight traffic. It will also improve access to the H.E. Holmes MARTA station.	2008	Q23 – Surface Transportation Program
AT-AR-214	I-285 west @ US 78/278-SR 8-Bankhead Hwy (Interchange)	Reconstruction of the interchange at I-285 West and Bankhead Hwy. The project will also include an associated four lane collector-distributor system	2007 <sup>6</sup>	Q05 – National Highway System

<sup>6</sup> Based on conversations with the Georgia Department of Transportation, this project will be designed and implemented in conjunction with a major reconstruction of the I-285/I-20 interchange to the south.

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	Reconstruction and associated 4-lane collector/distributor) from I-20 west to SR 70-Bolton Road	running from I-20 West to Bolton Road.		
FS-048	Fulton Industrial Blvd-SR 70 from Interchange Dr to US 78/278	Widen SR70-Fulton Industrial Blvd from 2 to 4 lanes from Interchange Dr to US 78/278.	2006	GDOT
AT-AR-BP-120	Hollywood Road from Bolton Road to Bankhead Highway	Installation of sidewalks on Hollywood Road from Bolton Road to Bankhead Hwy.	2005	Q40 – Congestion Mitigation & Air Quality

*Source: Atlanta Regional Commission*

The first two of these projects, AT-001 and AT-004, directly affect the operational character of almost the entire corridor. The remainder of the projects affect specific intersections on the corridor (Fulton Industrial Blvd, H.E. Holmes/James Jackson Pkwy, and Hollywood Road). AT-AR-214 is a major project intended to reconstruct the interchange of D. L. Hollowell Parkway with Interstate-285.

### **2.5 Existing Programs**

Several Economic Development Programs currently exist in and around the study area. Those with geographical ties are the Perry/Bolton Tax Allocation District, Northwest Redevelopment Area, and the Renewal Communities program. Projects near the study area have also received Urban Enterprise Zone status.

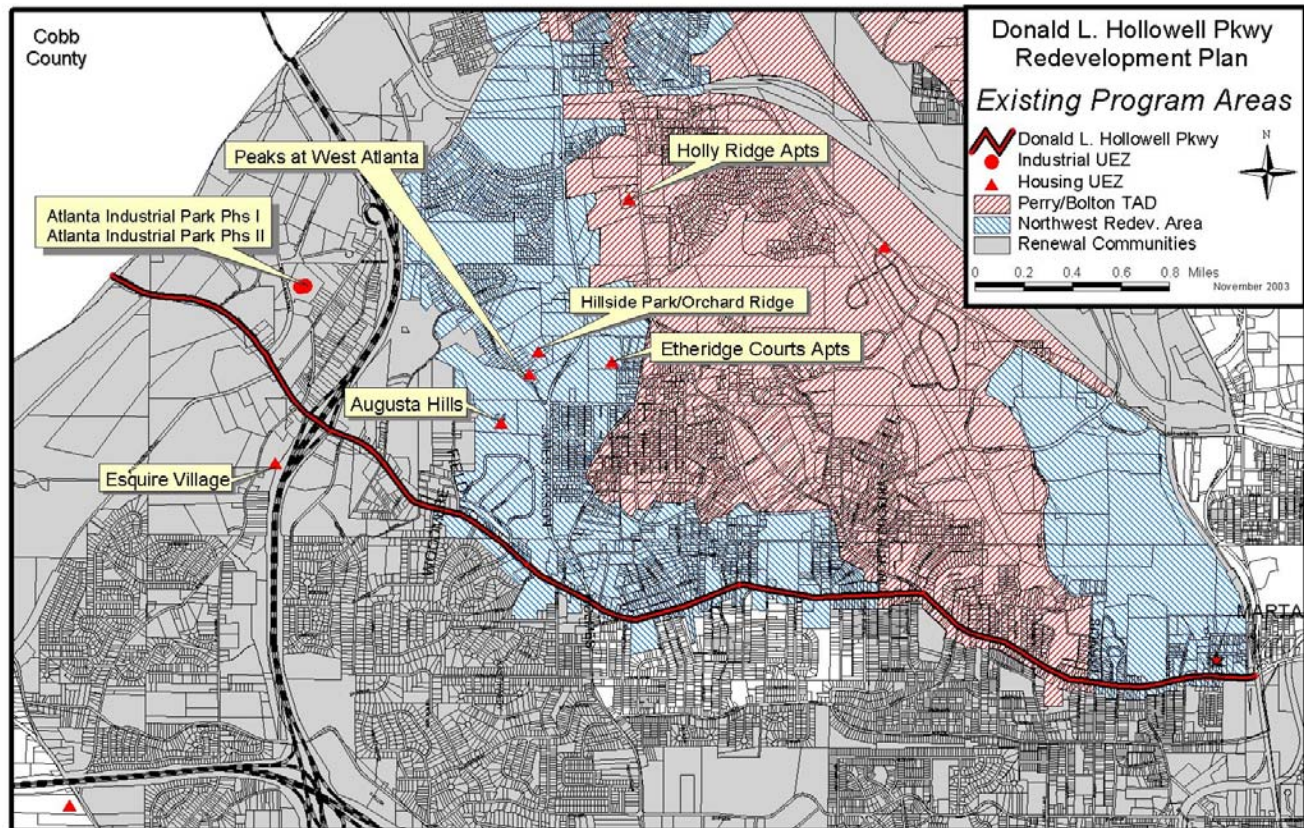
#### **Tax Allocation District**

A tax allocation district, or TAD, is a tool used to pay for infrastructure and other improvements in underdeveloped or blighted areas so that the property becomes productive and enhances the surrounding neighborhoods. As property within the TAD is redeveloped and improved, the City receives new property tax revenues as a result of the increased property values. This new revenue is used to make improvements in the TAD without raising taxes or dipping into the City's current tax revenues. The City's investment in the TAD is repaid through improved properties that become permanent sources of increased property tax revenues. The Perry/Bolton TAD was approved by Mayor Shirley Franklin in December of 2002. The Atlanta Development Authority was designated as the Redevelopment Agent for this TAD, and a Neighborhood Advisory



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Figure 2.5.1 Existing Programs



Committee was formed to advise the City and ADA on redevelopment projects to be funded by proceeds of Perry/Bolton TAD bonds and other redevelopment funds. The Northwest Redevelopment Area includes the Perry/Bolton TAD and is a City-designated Redevelopment Area. Within the study area, the TAD stretches from Holly and Francis Streets to the east to North Eugenia to the West.

## Renewal Communities

Established by the 2000 Community Renewal Tax Relief Act, the Renewal Community Initiative encourages public-private collaboration to generate economic development in 40 distressed communities around the country. This program replaces the Empowerment Zone program. Areas in Atlanta, including much of the study area, will receive regulatory relief and tax breaks to help local businesses provide more jobs and promote community revitalization. The City of Atlanta will utilize tax credits, tax deductions, capital gains exclusions and bond financing in this effort. The Federal Department of Housing and Urban Development (HUD) is responsible for the administration of this program on a national level, while the Atlanta Neighborhood Development Partnership (ANDP) is



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responsible for administering the program for the City of Atlanta. The portion of the study area within the Renewal Communities is between the Chattahoochee River and James Jackson Parkway, and between Mildred Place/South Eugenia and Stiff Street.

## Urban Enterprise Zones

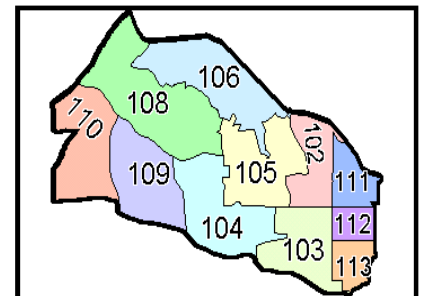
The City of Atlanta's Urban Enterprise Zone (UEZ) program is a joint program with Fulton County, which was authorized for creation by the Georgia General Assembly in 1983. The program is currently being modified to improve administration. The purpose of the UEZ program is to encourage private development and redevelopment in areas of the City or on sites which otherwise would unlikely be developed due to the existence of certain characteristics of the area or site.

An applicant files an application with the Bureau of Planning to request that an "urban enterprise zone" (UEZ) be designated for a specific property that is located in a depressed area in order to obtain certain economic advantages for the development or rehabilitation of that property. The economic advantages may include the abatement of a substantial portion of the ad valorem property taxes by the City of Atlanta and Fulton County during the first ten years of the life of the development project, as well as the waiver of the payment of development impact fees by the City.

In return for allowing tax abatements (tax waivers and reductions) on the properties, the City seeks to benefit its citizens by improving the urban landscape and economic health of the neighborhood in which each property is located. This may, in turn, stimulate the development or redevelopment of other nearby properties that are located within distressed areas.

## 2.6 Crime Assessment

The D.L.H study area is located in the City of Atlanta Police Department's Zone 1. Zone 1 covers 19 square miles (14% of the City's land area) and is home to 73, 445 people (17% of the City's population) as of June 2003. The APD tracks crimes including criminal homicide, rape, robbery, aggravated assault, burglary, larceny and auto theft for each of the 6 zones on a monthly basis. The year-to-date crime reports (January through June 2003) show that Zone 1 reported 3,276 incidents of crime, or 14% of the City's crime reports. This percentage is the 3<sup>rd</sup> lowest among the 6 zones. Pockets of crime do exist, however, along the corridor, and the community requests that police presence, particularly foot patrol, be increased wherever possible.



Zone 1.

## 2.7 S.W.O.T. Analysis

### Strengths

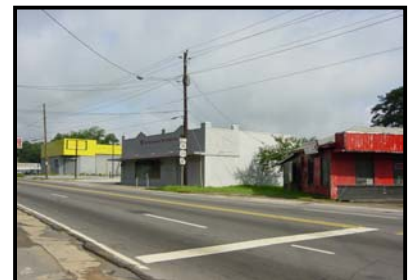
- Located in close proximity to Downtown, Midtown and Buckhead.
- Accessibility to the study area is provided by I-285, I-75, multiple arterials, and MARTA bus routes.
- Contains the Bankhead MARTA transit station.
- Development is already occurring near the study area.
- Land in the study area is comparatively more affordable than land in other areas of the City.
- Area offers a variety of housing types as well as housing price ranges.
- The Chattahoochee River front and corridor provide greenway access for residents.
- Contains civic uses including three schools, a senior center, a fire station, a police precinct, and a public library.
- Contains four major parks totaling 107 acres.
- Spring fed creek valleys provide unique natural features: Proctor Creek, branching into Center Hill Tributary & Mozely Park Tributary.
- Industrial area provides economic base for the City and the region.



Bankhead MARTA Station

### Weaknesses

- Significantly underutilized and vacant properties, and buildings of generally run-down appearance.
- Perception of crime in the area.
- Lack of strong economic development initiatives.
- Conflict among residential, commercial and industrial land uses.
- Conflict among residential and commercial/industrial traffic.
- Existing regulations do not provide for mix of housing options for a broad range of ages and incomes within a single neighborhood.
- Insufficient amount of medium to high-density residential development to support viable pedestrian oriented commercial districts.
- Lack of appropriate retail mix and modern buildings along corridor.
- Lack of entertainment facilities.
- Lack of connectivity to the neighborhoods they serve.
- Presence of unidentified brownfields.
- Inadequate arterial transportation corridors within the study area.
- Inadequate and/or underutilized parks and recreational facilities.
- Lack of code enforcement and property maintenance.



Vacant buildings are a blight on the neighborhoods.

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## Opportunities

- Development in the area benefits from proximity to amenities and employment centers.
- Limited land available in other areas.
- Unique opportunity to create a critical mass for development due to the large number of vacant properties and buildings.
- Proximity to the Chattahoochee River and the Proctor Creek provides a great opportunity for recreational activities with the implementation of the Greenway Acquisition Project.
- Relatively affordable land creates the opportunity to develop affordable housing, mixed-income, and mixed-use development.
- Opportunity for medium to high-density residential development in certain areas.
- Opportunities to re-use and adapt some of the older buildings to alternative uses.
- New financing tools to clean up abandoned industrial sites provide opportunity for redevelopment.
- Fulton County's Charlie Brown Airport and planned expansion provide opportunities for industrial development in the area.
- Opportunity to build new schools near the study area.
- Provide for community uses and functions in local schools.

## Threats

- Lack of building code enforcement and public/private property maintenance could continue to encourage disinvestments in the area.
- Continuing negative perception of study area may prevent developers from investing in the area.
- Fear of change may prevent community members from supporting positive initiatives.